

CLAIMS

1. A system for providing digital messaging services received from multiple sources over a communications network, comprising:

a client system, including:

- 5 a display screen coupled to a communications link; and
- a workstation including a web browser, a user interface, a memory, and
- a processor, said workstation coupled to said communications link;

a hosting system, including:

- a server coupled to a communications link;
- 10 a workstation for:
- accessing applications stored on said server;
- inputting and retrieving information stored within said hosting system,
- wherein said workstation is coupled to said communications link; and

- a data storage device for storing data utilized by said hosting system;
- 15 wherein said hosting system is accessible to said communications network;
- wherein said client system and said hosting system are in communication with each other, and wherein further, said hosting system provides digital messaging services to said client system.

- 20 2. The system of claim 1, wherein said digital messaging services include data collection resources procured from said client system, and at least one of a local content provider, national advertiser, local advertiser, corporate marketing group, and advertising agencies.

- 25 3. The system of claim 2, wherein local content from said local content providers include one of:

- news,
- trivia,
- weather,
- 30 sports, and
- stock market updates.

4. The system of claim 1, wherein said client system is a retail establishment.

5. The system of claim 1, further comprising:

an input device for interactively changing content on said display
5 screen, wherein forms of said content include audio, video, and text
representations.

6. The system of claim 5, wherein said display screen is a monitor.

10 7. The system of claim 5, wherein said display screen is a kiosk.

8. The system of claim 5, wherein said input device is a wireless telephone.

15 9. The system of claim 5, wherein said input device is a personal digital
assistant.

10. The system of claim 5, wherein said input device is a bar code scanner.

11. The system of claim 5, wherein said input device is a keyboard.

12. The system of claim 5, wherein said input device is a microphone.

13. The system of claim 5, wherein said input device is a touch screen.

14. A method of providing digital messaging services received from multiple sources over a communications network, comprising:

receiving a request by a client system to access a hosting system's web site, said client system under a subscription agreement with said hosting system;

5 transmitting a menu of options to said client system, based upon access permissions established by said hosting system;

permitting said client system to perform digital messaging functions based upon selection of one or more of said options;

10 registering entities pertaining to external data sources for access to said digital messaging services;

receiving data from said entities for collection, categorization, and storage;

transmitting a subset of said data to said client system; and

tracking data collected;

15 wherein said data is displayed on a display system at said client system via said digital messaging services.

15. The method of claim 14, wherein said menu of options include:

selecting a screen design from a list of templates;

selecting graphics materials from a graphics and image database;

20 selecting a registered graphics artist from a list;

selecting custom graphics services;

selecting a local content provider from a list of registered providers;

collaborating with an outside entity on an advertisement design,

25 wherein said outside entity is a corporate marketing, visual merchandizing, or advertising agency;

viewing a prototype of a selected screen design;

designating an approval status of said screen design;

designating display times;

designating display dates;

30 designating display tiles; and

editing said screen design.

16. The method of claim 14, wherein said categorization of said data includes categories defined by:

client;
geography;
tile size;
tile location;
display times;
display dates; and
product type.

17. A storage medium encoded with machine-readable computer program code for providing digital messaging services received from multiple sources over a communications network, the storage medium including instructions for causing an enterprise system to implement a method, comprising:

receiving a request by a client system to access a hosting system's web site, said client system under a subscription agreement with said hosting system;
transmitting a menu of options to said client system, based upon access permissions established by said hosting system;
permitting said client system to perform digital messaging functions based upon selection of one or more of said options;
registering entities pertaining to external data sources for access to said digital messaging services;
receiving data from said entities for collection, categorization, and storage;
transmitting a subset of said data to said client system; and
tracking data collected;
wherein said data is displayed on a display system at said client system via said digital messaging services.

18. The storage medium of claim 17, wherein said menu of options include:
selecting a screen design from a list of templates;
selecting graphics materials from a graphics and image database;
selecting a registered graphics artist from a list;
5 selecting custom graphics services;
selecting a local content provider from a list of registered providers;
collaborating with an outside entity on an advertisement design,
wherein said outside entity is a corporate marketing, visual merchandizing, or
advertising agency;
10 viewing a prototype of a selected screen design;
designating an approval status of said screen design;
designating display times;
designating display dates;
designating display tiles; and
15 editing said screen design.

19. The storage medium of claim 17, wherein said categorization of said data
includes categories defined by:
client;
20 geography;
tile size;
tile location;
display times;
display dates; and
25 product type.